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General Assembly

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Committee on Information
Thirty-sixth session
28 April-9 May 2014

Provisional agenda and annotations/programme of work

Provisional agenda

1. Opening of the session.
2. Adoption of the agenda and programme of work.
3. Admission of new members.
4. Statement by the Chair.
5. Statement by the Under-Secretary-General for Communications and Public Information.
6. General debate.
7. Consideration of reports submitted by the Secretary-General.
8. Open-ended working group of the Committee on Information.
9. Consideration and adoption of the report of the Committee to the General Assembly at its sixty-ninth session.

Annotations/programme of work

28 April 2014

Opening of the session

The session will be opened by the Chair of the Committee on Information.

Adoption of the agenda and programme of work

The provisional agenda has been prepared on the basis of consultations among the members of the Bureau of the Committee on Information.

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Admission of new members

The Committee will consider requests for membership in the Committee on Information.

Statement by the Chair

The Chair will address the Committee at its opening meeting.

Statement by the Under-Secretary-General for Communications and Public Information

The Under-Secretary-General for Communications and Public Information will address the Committee at its opening meeting to provide an update on the activities of the Department of Public Information and to report on the implementation of the recommendations contained in General Assembly resolution 68/86. He will also take part in an interactive dialogue with Member States in the afternoon of the opening day of the meeting.

28-30 April 2014

General debate

Consideration of reports submitted by the Secretary-General

Documentation

(a) Report of the Secretary-General on the activities of the Department of Public Information: strategic communications services (A/AC.198/2014/2);

(b) Report of the Secretary-General on the activities of the Department of Public Information: news services (A/AC.198/2014/3);

(c) Report of the Secretary-General on the activities of the Department of Public Information: outreach services (A/AC.198/2014/4);

(d) Proposed strategic framework for the period 2016-2017, Part two: biennial programme plan, Programme 24, Public information (A/69/6 (Prog. 24)).

1 May-6 May 2014

Open-ended working group of the Committee on Information

The Secretariat will require a 48-hour period to process the draft report of the Committee in all official languages.

9 May 2014

Consideration and adoption of the report of the Committee to the General Assembly at its sixty-ninth session

United Nations A/AC.198/2014/2

General Assembly

Distr.: General
12 February 2014

Original: English

Committee on Information
Thirty-sixth session
28 April-9 May 2014

Activities of the Department of Public Information: strategic communications services

Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution 68/86 A, provides a summary of the key advances made by the Department of Public Information from September 2013 to February 2014 in promoting the work of the United Nations to the global audience through its strategic communications services.

As part of its strategic communications services, which is one of three subprogrammes of the Department and is implemented by its Strategic Communications Division, the Department develops and implements strategies for communicating United Nations messages on priority issues. The Division also manages the Department's network of more than 60 field offices. As the secretariat of the United Nations Communications Group and its task forces, the Division seeks to strengthen coordination of communications across the United Nations system.

The activities under the other subprogrammes of the Department, namely news services and outreach and knowledge services, are described in separate reports of the Secretary-Genera' (A/AC.198/2014/3 and A/AC.198/2014/4), respectively.

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I. Introduction

1. In its resolution 68/86 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-sixth session (A/AC.198/2013/2-4), and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the information requested in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach and knowledge services.

3. The present report covers the activities of the Department related to its thematic campaigns, highlighting its strategic approach and providing a summary of its communications campaigns on key issues, and those of the network of United Nations information centres, including their multilingual work.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from September 2013 to February 2014.

II. Communications campaigns

A. Strategic approach of the Department

Structure of the Organization's presence in social networks and its strategy and guidelines for their use

5. The Department's strategy for social media is to use these rapidly growing networks to promote major United Nations news, to report launches and communications materials, to counter misinformation about the work of the United Nations, to provide timely and cost-effective crisis communications support, to interact with social media followers, and to provide a behind-the-scenes look at the work of the Organization. Across all major platforms (Facebook, Flickr, Google Plus, Instagram, Tumblr, Twitter, YouTube, VK, WeChat and Weibo), United Nations messages are estimated to be seen by more than 8 million people across the six official languages of the Organization and other local languages on a daily basis. The use of those interactive platforms broadens the reach of United Nations messages and contributes to the overall transparency and accountability of the Organization.

6. The management of the Department's social media accounts is decentralized across the three Divisions, with some accounts featuring Organization-wide information, while others are dedicated to individual products (i.e., *Africa Renewal* magazine, the *United Nations Yearbook*, United Nations Radio, etc.) and/or locations covered by United Nations information centres. In order to improve the coordination, reach and effectiveness of its social media operations and the quality of content featured on the accounts, the Department of Public Information has created a Department-wide team to research, propose and implement governance mechanisms, to promote and support language parity, and to consolidate and

optimize the financial and staffing resources used to support social media-related activities. The team has produced several guidance documents that have been shared within the Secretariat and across the United Nations system, which cover the use of social media for professional communications and outreach and outline potential risk and challenges. They also provide a framework for using social media tools effectively, in line with existing United Nations policies, and aim to protect the Organization from misrepresentation on social media. To implement those guidelines, the Department organizes both group and individual training sessions, including the holding of online sessions with staff working at the United Nations information centres. In early 2013, the Department launched an online community with a discussion forum where staff can post questions and access training materials. Additional guidance messages are sent twice a week.

7. The Department also organizes information events on social media topics and plays a leading role in the coordination of social media initiatives across the United Nations system. Key messages are shared to ensure that social media campaigns are coherent and consistent in all six official languages of the United Nations. It is expected that an online listing of all official social media accounts of the Organization will be launched in 2014.

8. The Department is discussing how to maximize its use of social media within existing resources, as well as how to identify funding for enterprise account administration tools that would help to streamline multilingual content publication across multiple platforms, enhance the Department's ability to engage with audiences around the world, and improve reporting.

9. During the reporting period, the number of followers of the main United Nations Twitter account in English (@UN), managed by the Strategic Communications Division, increased steadily. Currently, the account has more than 2.1 million followers. The work of the Department was featured on the Twitter media blog, which highlights "meaningful uses of Twitter in television, music, sports, government, journalism and more". Some of the most popular topics in the second half of 2013, measured by the number of shares, likes and comments, were: the response of the United Nations to Typhoon Haiyan in the Philippines; the World Humanitarian Day campaign on the theme "The World Needs More"; United Nations Day; the first-ever World Toilet Day; International Migrants Day; and the crisis in the Syrian Arab Republic. Similar results were seen on the English-language Facebook and Google Plus accounts, which together have more than 2.5 million fans. The Department also revamped the overall presence of the Organization on LinkedIn and started posting regular updates on this increasingly important and fast-growing networking platform.

10. The audience of the United Nations channel on YouTube grew steadily, with a cumulative total of video views exceeding 8 million and the number of subscribers reaching 47,000. More than 2,800 videos were made available, with content updated on a daily basis. The popularity of United Nations Photo on social media platforms has also risen considerably, with the number of cumulative views on Flickr having exceeded 5.8 million — more than double the figure of a year ago. Large increases were also recorded on Facebook and Twitter. In addition, a new Instagram service has generated more than 40,000 followers with its first 300 photos posted.

11. A number of the official United Nations social media accounts have expanded their audiences significantly during the reporting period. The Department increased

its profile on Chinese-language Sina Weibo, posting more than 10,000 entries and experiencing a growth of subscribers to 5.95 million people across its two accounts. More than 180 videos were adapted into Chinese and posted to Youku, Tudou, Sina Video and Tencent Video, attracting some 3.2 million viewers. Some content initially disseminated via social media, such as a Chinese version of "Enough", a United Nations humanitarian campaign video, and an interview with Mr. Lang Lang, the pianist and newly appointed Messenger of Peace, were later disseminated by traditional media outlets.

12. The Department's Spanish-language social media accounts also posted continuous growth, with a 60 per cent increase on Twitter, a rise of 34 per cent in Facebook fans and a 43 per cent increase in views on the YouTube channel. The most viewed video on the channel was related to child marriage, and the most popular video playlist was related to women's issues.

13. The Department is working to build subscriber numbers and profiles on its social media accounts in Arabic, French and Russian, as well as in Portuguese and Kiswahili, where the Department has accounts through the United Nations News Centre and United Nations Radio.

Table 1
DPI social media account figures

	Languages							
*DPI social media platform**	*Arabic*	*Chinese*	*English*	*French*	*Kiswahili*	*Portuguese*	*Russian*	*Spanish*
Facebook likes	43 286	271	1 165 974	80 635	1 804	9 213	3 725	108 639
Twitter followers	31 009	5 564	2 467 807	23 082	289	17 562	3 292	176 746
YouTube views	1 750		8 264 008	294 875		418		296 474
Flickr views			5 092 313			4 104		
Google+ followers	483		1 503 247	23			492	
Pinterest followers			9 547	116				
Tumblr followers			25 783					
Vkontakte followers							2 443	
Weibo followers/fans		5 725 829						
Chinese video-sharing: Youku, Todou and Sina — views		3 200 000						
Instagram followers						18	104	

* Figures as of November 2013.

B. Thematic campaigns

1. United Nations peace operations

14. The Department of Public Information continued its close cooperation with the Departments of Peacekeeping Operations, Field Support and Political Affairs to promote and backstop United Nations peace operations, including through participation in the work of various thematic or country-specific integrated task forces and working groups led by the Departments of Peacekeeping Operations and

Political Affairs. During the reporting period, the Department of Public Information participated in operational or inter-agency groups on peacekeeping operations and political missions in Afghanistan, the Central African Republic, Côte d'Ivoire, the Democratic Republic of the Congo, Haiti, Iraq, Lebanon, Liberia, Libya, Mali, Pakistan, Somalia, South Sudan, the Syrian Arab Republic and the Middle East.

15. With regard to the conflict in the Syrian Arab Republic, the Department of Public Information worked with United Nations partners both at Headquarters and in the region to promote a deeper and broader understanding of the Organization's political efforts and the humanitarian response to events in the Syrian Arab Republic in the latter and neighbouring countries. The Department worked with the contingency planning team for the Syrian Arab Republic, which was led by the Department of Political Affairs, to examine the potential presence of the United Nations in the Syrian Arab Republic under various post-conflict scenarios. The Department initiated a new weekly public information product — *Syrian Crisis: United Nations Response*. Designed as a reference and guidance tool, this update provides a snapshot of the most recent activities undertaken by the United Nations to address the crises in the Syrian Arab Republic. The Department was also part of the interdepartmental planning team that developed a concept of operations for the Organization for the Prohibition of Chemical Weapons-United Nations Joint Mission for the elimination of the chemical weapons programme of the Syrian Arab Republic. Since the establishment of the Joint Mission in October 2013, the Department of Public Information has provided backstopping support to the Joint Mission on communications issues, including by hosting the dedicated website, identifying potential candidates for public information positions and providing media support to the Special Coordinator during her visits to Headquarters. The United Nations Information Service in Geneva provided public information and communications support to the Joint Special Representative for the Syrian Arab Republic in support of his efforts to resolve the conflict. In addition to the comprehensive international monitoring of print media coverage of events related to the Syrian Arab Republic by the Department, it provided daily updates on trends in social media in Arab countries to staff members working on the issue.

16. In response to the deteriorating situation in the Central African Republic, and as proposed by the Integrated Task Force for that country, the Department of Public Information led a Working Group on Public Information that brings together communications focal points from relevant offices with the aim of promoting coordination on all communications-related efforts and priorities, and responding to urgent needs on the ground. The Department helped amplify the messages of the Secretary-General, both internationally and in-country, through a partnership with the local radio station, Radio Ndeke Luka. In the absence of communications capacity on the ground, the Department temporarily deployed a public information officer from 6 January 2014 to support the communications needs of the United Nations Integrated Peacebuilding Office in the Central African Republic (BINUCA). The Department revamped and updated the BINUCA website and has committed to continue to manage that platform until the mission is ready to take it over. The Department worked closely with the Departments of Peacekeeping Operations and Political Affairs to assess the feasibility of setting up a United Nations radio station in the Central African Republic or the alternative option of establishing partnerships with existing local radio stations.

17. Since the crisis in South Sudan broke out in December 2013, the Department has collaborated with the Departments of Peacekeeping Operations and Field Support to ensure consistent messaging and to produce materials for the press. The Headquarters-hosted web pages relating to the United Nations Mission in South Sudan (UNMISS) were updated, and relevant statements by United Nations officials were disseminated to major international media outlets, including those from troop- and police-contributing countries. The Department provided targeted media monitoring on the developments in South Sudan to United Nations officials at Headquarters and in the field.

18. In Haiti, the Department used a wide variety of its information platforms, including social media, to promote the work of the United Nations to address cholera, including efforts in this regard by the Secretary-General, his Senior Coordinator for the Cholera Response, and the United Nations country team.

19. In the context of other issues related to field support, the Department continued to assist the Departments of Peacekeeping Operations and Field Support as well as the Department of Political Affairs in the recruitment processes for public information staff for field missions. During the reporting period, the Department of Public Information participated in the staffing review of the public information components in the United Nations peacekeeping operations in Darfur and Côte d'Ivoire.

20. Staff from the Department at Headquarters and from the worldwide network of United Nations information centres and offices, working in cooperation with peacekeeping operations in Côte d'Ivoire, Cyprus, the Democratic Republic of the Congo, Haiti, Mali, Liberia, South Sudan and the Sudan, conducted outreach to media in 20 troop- and police-contributing countries in an effort to raise public awareness of and support for United Nations peacekeeping in those countries.

21. The Department also provided targeted media monitoring on peace and security issues to senior United Nations officials, subject matter experts and communications staff at Headquarters and in the field to improve situational awareness, help coordinate communications, and allow for a timely and effective intervention with the media.

22. The Department, in close collaboration with the Department of Peacekeeping Operations, co-managed the United Nations Peacekeeping website in all six official languages of the Organization [http://www.un.org/peacekeeping]. The joint editorial board mapped out issues relating to the maintenance and further development of the website aimed at improving the quality of visual and content presentation, and the enhanced use of social media platforms. In addition, to ensure that the homepage remains up-to-date with dynamic content, the web editorial group planned short-term online campaigns. The latest digital DPKO campaign of the Department of Peacekeeping Operations on the theme "A global contribution for global peace", was launched in September to acknowledge more than 110 countries that contribute some 95,000 military and police personnel to United Nations peacekeeping. The campaign was launched in all six official languages of the Organization to tie in with this year's high-level segment of the sixty-eighth session of the General Assembly. Another major online campaign of the Department of Peacekeeping Operations, *Year in Review 2013*, was launched on the website in December. Overall, in 2013, the number of page views and visits to the United Nations

peacekeeping website reached a record high, totalling 7,233,578 and 2,069,344 respectively.

2. Counter-terrorism

23. Working closely with the Counter-terrorism Implementation Task Force Office, the Department promoted the implementation of the United Nations Global Counter-terrorism Strategy and is providing communications support to the Task Force and its working groups. The Department assisted in updating documents for the United Nations counter-terrorism website and provided weekly media monitoring reports disseminated to the entities of the Counter-terrorism Implementation Task Force Office. The Department cooperated with the Office's Working Group on Supporting and Highlighting Victims of Terrorism to prepare its workplan for the coming year.

24. The Department attended the retreat of the entities of the Counter-terrorism Implementation Task Force, which was held on 2 and 3 December, to take stock of ongoing activities and strategize on future initiatives. It participated in and provided communications support to the Regional Workshop on the Implementation of the United Nations Global Counter-terrorism Strategy in West Africa and the Sahel, held from 31 October to 1 November in Abuja. The Department also took part in the Counter-terrorism Committee Executive Directorate training on information and communications technologies and counter-terrorism on 11 December.

3. The Millennium Development Goals and the post-2015 development agenda

25. The Department provided significant and continuing communications support to high-level activities and events to promote the acceleration of the achievement of the Millennium Development Goals and towards work on the adoption of a post-2015 development agenda. This included the provision of support for the Special Event on the Millennium Development Goals hosted by the President of the General Assembly, for which the Department provided strategy, coordination of messaging, the production of a press kit, outreach, the updating of the website, and promotion of the social media. As of 1 October, the Twitter hashtag #MDGs reached 23,334,463 people via 11,185 tweets with an exposure of 178,515,053 impressions.

26. The Department also promoted the International Day for the Eradication of Poverty and facilitated the #EndPoverty Twitter rally for the Day. Materials on the Millennium Development Goals produced by the Department of Public Information were widely disseminated on social media by United Nations agencies, non-governmental organizations (NGOs) and Member States. The #EndPoverty hashtag reached over 25 million unique Twitter users, with almost 8,000 people tweeting.

27. Prominent support was provided for the promotion of initiatives to accelerate achievement of the Millennium Development Goals, including the Global Education First Initiative that featured the schoolgirl Malala Yousafzai, as well as the call to action on sanitation by the Deputy Secretary-General and the first World Toilet Day, endorsed by the United Nations. The Department participated in and helped to promote the #toilets4all campaign on social media and published a LinkedIn post on the Secretary-General's page to feature sanitation as a life-saving investment opportunity for business leaders. The Department also coordinated the outreach

efforts of the United Nations for the Day in conjunction with the United Nations information centres.

28. The Millennium Development Goal gateway website (www.un.org/millenniumgoals) underwent significant content updates and redesign in 2013 that included adding new interactive sections such as the Millennium Development Goal Momentum page. The website is more interactive and includes live Twitter feeds on the Goals and the post-2015 development agenda. The "take action" page and the page for each goal were updated with new initiatives, infographics and fact sheets to encourage greater public engagement. The Millennium Development Goal portal also hosted web pages for the General Assembly Special Event and the Secretary-General's Millennium Development Goal Success event, both of which were held in September 2013. From August to November 2013, the Millennium Development Goal website received over 440,000 unique visitors and 1.7 million page views, and the duration of the average visit to the website increased significantly.

29. In addition, the Department prepared press materials, conducted media outreach, and organized the press briefing by the Secretary-General and officials from the Department of Economic and Social Affairs of the United Nations Secretariat and the United Nations Development Programme for the launch of the Millennium Development Goal Gap Task Force Report 2013, entitled *The Global Partnership for Development: The Challenge We Face*. The Department produced the Millennium Development Goal press kit in advance of the General Assembly, which included in-depth factsheets for each Goal, as well as key statistics and success stories that also highlighted many initiatives led by the United Nations. The press kit was translated into all six official languages of the Organization and was widely disseminated.

4. Sustainable development

30. The Department continued to promote the follow-up processes from the United Nations Conference on Sustainable Development held in Rio de Janeiro, Brazil, in 2012. This included disseminating information on the progress of the Open Working Group on sustainable development goals, the inaugural session of the High-level Political Forum, and the concluding session of the Commission on Sustainable Development.

31. Preparations are under way for the promotion of the United Nations Conference on Small Island Developing States, to be held in Samoa in September 2014, with the development of a communications strategy, a logo and a tagline, along with materials for the designation of 2014 as the International Year of Small Island Developing States.

5. Climate change

32. The Department is working closely with the Secretary-General's Climate Change Support Team on preparations for the Climate Summit 2014, which is scheduled to be held in September. The Department has developed a website and a brand for the Summit and had prepared press materials. It also upgraded the Climate Gateway website to provide information on the work of the United Nations system. The Department provided support to the Secretary-General on his visit to the Warsaw Climate Conference in November 2013 by preparing and promoting his press statements and briefings at the Conference. It provided similar assistance to

the communications work of United Nations agencies, programmes and funds at the Conference.

6. Persons with disabilities

33. On the occasion of the High-level Meeting of the General Assembly on disability and development at its sixty-eighth session, the Department of Public Information led a system-wide social media campaign on the theme "Break barriers, open doors" that invited users to share ideas on how to enable everyone using #thisability. Highlights were featured on the Storify page of the United Nations. A public service announcement video featuring United Nations Messenger of Peace Stevie Wonder, produced by the Department, was widely shared across United Nations social media platforms. Mr. Wonder participated in a press briefing during the High-level meeting of the General Assembly. A website in the six official languages of the Organization was created, along with press and promotional materials. Building on the momentum of the high-level meeting, and prior to the observance of the International Day of Persons with Disabilities (3 December), the Department published a LinkedIn post on the Secretary-General's page to promote equal access to the labour market by persons with disabilities and announce the opening of the United Nations Headquarters Accessibility Centre.

7. Migration

34. In the lead-up to the observance of International Migrants Day on 18 December, the Department led an inter-agency effort to promote the positive contributions of migrants to development via the hashtag #IAmAMigrant. The hashtag was tweeted more than 4,000 times and reached at least 8 million accounts between 15 and 18 December. Graphics featuring the #IAmAMigrant hashtag, and including the Secretary-General's digital card that was developed by the Department, were posted on Twitter and Facebook by United Nations agencies and information centres, and by NGOs and migrants themselves. The campaign and accompanying infographics carrying key migration messages from the Secretary-General were featured on Huffington Post Live on 18 December. The Department also prepared press materials in multiple languages and organized press briefings to promote the High-Level Dialogue on International Migration and Development, which was held in early October 2013.

8. Question of Palestine

35. The Department held its annual International Media Seminar on Peace in the Middle East on 8 and 9 October 2013 in Istanbul, Turkey. The event, organized by the Department in cooperation with the Ministry of Foreign Affairs of Turkey, was aimed at sensitizing public opinion to the question of Palestine and the peace process. It focused on evolving media-related dynamics in the Middle East and explored how the media covered the Israeli-Palestinian conflict.

36. The event began with a keynote address on the status of international peace efforts given by the United Nations Special Coordinator for the Middle East Peace Process and Personal Representative of the Secretary-General to the Palestinian Liberation Organization and the Palestinian Authority. Following this, the Permanent Observer of the State of Palestine to the United Nations, shared his perspective about Palestine and the United Nations.

37. The panel phase included discussions on shifting media coverage of Middle East peace efforts and the question of Palestine; youth activism, digital journalism and social media in the Middle East; and the role and impact of visual media on coverage of the question of Palestine. The last panel was followed by a screening of the Emmy-winning and Academy Award-nominated documentary *Five Broken Cameras*. More than 100 journalists, media experts, peace and youth activists, current and former policymakers, representatives of civil society, academics and senior officials of the United Nations attended the event. In addition to the lively discussions at the two-day event and on social media platforms, the seminar was widely covered in Turkish online, and in print and over broadcast media, including those with a regional reach, such as *Hürriyet Daily News*, *Cumhuriyet*, *Today's Zaman*, TRT TV, the Anadolu news agency, and others.

38. The Department hosted its annual training programme for Palestinian media practitioners from 4 November to 6 December 2013. The programme, which aims to strengthen the skills and capacities of young Palestinian journalists and expose them to the work of the United Nations, focused this year on online journalism and digital media. In addition to briefings by senior officials of the Organization, including the Secretary-General, representatives from the Departments of Public Information and Political Affairs, the Office for the Coordination of Humanitarian Affairs, the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), and the United Nations Information Centre in Washington, D.C., among others, the group attended meetings of the General Assembly and the Committee on the Inalienable Rights of the Palestinian People.

39. At the same time, participants worked through an intensive curriculum taught by two expert trainers, with regular assignments and final projects. The programme made extensive use of the many opportunities that New York and Washington, D.C., offer as global hubs for journalism and digital communications to connect the group with industry leaders who briefed them on the latest developments in online journalism.

40. The Department provided support to the Department of Political Affairs and UNRWA for the 2013 observation of the International Day of Solidarity with the Palestinian People at United Nations Headquarters (observed in 2013 on 25 November), which included a concert by UNRWA Regional Youth Ambassador and 2013 *Arab Idol* winner Mr. Mohammed Assaf, and the musician Ms. Nai Barghouti.

41. United Nations information centres and offices around the world also undertook a variety of activities in commemoration of the International Day of Solidarity, including in Antananarivo, Brazzaville, Cairo, Canberra, Jakarta, Prague, Pretoria, Tbilisi, Teheran and Yerevan.

42. The Department's Graphic Design Unit updated and redesigned the permanent exhibit on the question of Palestine, which is on display at United Nations Headquarters in New York. A travelling version of the exhibit was produced for use at meetings and conferences. The updated text was translated into the six official languages of the Organization by the end of 2013.

43. The Department provided additional seed funding to field offices in Baku, Jakarta, Mexico City, New Delhi, Pretoria, Rio de Janeiro, Brazil, and Teheran to

produce the permanent exhibit on the Question of Palestine and the United Nations in their local languages.

9. Human rights

44. For the observance of Human Rights Day (10 December), the Department worked closely with the Office of the High Commissioner for Human Rights (OHCHR) to develop and implement a campaign focused on the twentieth anniversary of the Vienna Declaration and Programme of Action. The campaign, *20 Years — Working for Your Rights*, looked back at progress made over the past 20 years, and forward at the challenges remaining. It also highlighted the important role played by OHCHR, which was created upon the recommendation of the 1993 Vienna Conference. The visual identity for the campaign was developed by the Graphic Design Unit in the six official languages of the Organization, and was used by United Nations information centres and OHCHR field offices around the world. The multilingual website for the Day received more than 50,000 unique page views on 10 December alone and was promoted extensively via social media. A booklet, designed and produced by the Department of Public Information in the six official languages of the United Nations, containing the Vienna Declaration and Programme of Action, a foreword by the Secretary-General, and an introduction by the United Nations High Commissioner for Human Rights, was shared at events marking the twentieth anniversary in Geneva, New York and Vienna throughout the year. The Department also provided promotional support to three events organized by OHCHR at United Nations Headquarters:

(a) A high-level event on 25 September on the theme "Vienna+20: Human rights achievements, shortcomings and the way forward", organized in collaboration with the Permanent Mission of Austria to the United Nations, featuring the President of Austria, the Deputy Secretary-General and the current and two former holders of the position of United Nations High Commissioner for Human Rights;

(b) A ceremony to award the United Nations Human Rights Prizes for 2013 on 10 December, featuring laureates from Finland, Kosovo,[1] Mauritania, Mexico, Morocco and Pakistan;

(c) A special event on the role of sport in fighting homophobia on 10 December, featuring a video message from the Secretary-General, and a discussion with tennis champion Martina Navratilova, basketball player Jason Collins, and others.

45. Around the world, events and outreach activities for Human Rights Day were organized by United Nations information centres and offices in Accra, Antananarivo, Asuncion, Brazzaville, Canberra, Dar es Salaam (United Republic of Tanzania), Jakarta, Lagos (Nigeria), Lima, Lusaka, Moscow, Nairobi, New Delhi, Ouagadougou, Port of Spain, Rio de Janeiro (Brazil), Tokyo, Vienna, Warsaw and Yerevan.

46. As a prelude to the twentieth commemoration of the genocide in Rwanda in April 2014, the Department worked with the United Nations Educational, Scientific and Cultural Organization and the Permanent Mission of Rwanda to organize a screening and discussion of the film *Rising from Ashes* on 12 November about the

[1] Reference to Kosovo should be understood in full compliance with United Nations Security Council resolution 1244 and without prejudice to the status of Kosovo.

national cycling team of Rwanda, which is made up of young genocide survivors. The Department also supported the coordinators of Rwanda's commemorative campaign *Kwibuka* ("Remember") in the organization and promotion of a discussion on early warning at United Nations Headquarters on 10 January.

47. Following the death of Nelson Mandela in December 2013, the Department worked with the Office of the President of the General Assembly to organize and promote a special plenary meeting in honour of Mr. Mandela on 19 December. Immediately after Mr. Mandela's passing away, the Department used all of its social media platforms to detail his life and legacy. The Department also featured a commemorative video and photo slideshow on the United Nations website, and set up an electronic condolence book for United Nations staff and external audiences to express their thoughts.

10. New Partnership for Africa's Development

48. As part of efforts coordinated by the United Nations to generate support for economic development, peace and security in Africa, the Department continued its efforts to promote the aims and achievements of the New Partnership for Africa's Development (NEPAD) Planning and Coordination Agency. It worked in close collaboration with, and provided media support to, and public information on, the work of the Office of the Special Adviser on Africa, the Economic Commission on Africa, the NEPAD Agency and the Africa Peer Review Mechanism.

49. During the annual special debate on Africa in the General Assembly, which was held in October, the Department organized media events and activities in New York to mark the NEPAD Africa Week. These activities and events included producing and disseminating information products, highlighting the achievements of the NEPAD Agency and its Africa Peer Review Mechanism programme, and organizing a press conference and press interviews. The Department created a special section on its website (www.un.org/africarenewal), entitled "Africa at the General Assembly", which provided regular updates on the official speeches, statements and activities of African leaders during the annual general debates.

50. In November, the Department participated in the annual conference of the Regional Coordination Mechanism for Africa in support of the African Union and the NEPAD Agency, which was held in Addis Ababa. The Advocacy and Communication Cluster of the Regional Coordination Mechanism, of which the Department is a member, identified several projects to be implemented in 2014 as part of the Organization's support to the NEPAD Agency and the Ten-year Capacity Building Programme for the African Union. During the same month, the Department provided media support to the Office of the Special Adviser on Africa and the United Nations Industrial Development Agency (UNIDO) as part of events to mark Africa Industrialization Day.

51. *Africa Renewal/Afrique Renouveau* magazine promoted the activities of the NEPAD Agency and other broader issues pertaining to Africa's infrastructure development and the Millennium Development Goals. The August issue featured the joint visit to Africa's Great Lakes region by the Secretary-General and the President of the World Bank Group under the theme "Conflict Resolution and Peacebuilding". The same edition also featured an interview with the Executive Secretary of the Economic Commission for Africa (ECA) on the state of industrialization in Africa. The theme of the December issue was "Good Governance". The magazine featured

interviews with the Chief Executive Officer of the NEPAD Agency and the Special Adviser on Africa, as well as with a senior member of the ECA High-Level Panel on Illicit Financial Flows from Africa. It also contained reports from the joint visit by the Secretary-General and the President of the World Bank to the Sahel region.

52. To mark 2014 as the African Union's Year of Agriculture and Food Security, which was adopted by the regional body in commemoration of the tenth anniversary of the NEPAD Comprehensive Africa Agriculture Programme, the Department of Public Information published a special edition of *Africa Renewal/Afrique Renouveau* featuring articles and interviews with experts on agriculture in Africa.

53. In 2013, the syndicated short features service of *Africa Renewal/Afrique Renouveau*, through which it produces and places short articles in major media outlets worldwide, continued to grow. During the reporting period, 28 of the magazine's short articles were republished in both English and French in 299 different media outlets in Africa and around the world. Republication of *Africa Renewal/Afrique Renouveau* articles allows the Department to reach wider audiences enjoyed by some of Africa's major print and electronic media.

54. The Department expanded its social media outreach on Africa, maintaining a focus on Africa's economic development challenges and the involvement of the United Nations in the continent. The Department produced more original content for its social media platforms on areas such as the increase in the number of skilled Africans returning home to contribute to the continent's development, industrialization and good governance. *Africa Renewal/Afrique Renouveau* magazine also introduced the latest social media tools amid evidence of increasing reader interest in stories about Africa that are rarely featured in the mainstream media. The magazine's followers on its Twitter account have almost doubled since 2012 (see table 2), while the followers on other social media accounts, including Facebook, Flickr, Google Plus and Instagram, are also steadily growing.

55. There has been a steady growth in the number of subscribers to the Department's e-newsletter, which is sent primarily to African journalists and provides a brief overview of new content on the *Africa Renewal* website.

Table 2
Social media profile of *Africa Renewal*

Platform	*As of December 2012*	*As of December 2013*	*Percentage change*
Twitter (# of followers):			
@africarenewal	22 700	43 625	92
@ONUAfrique	9 160	17 502	91
Facebook (# of likes):			
Africa Renewal	2 640	4 530	72
Afrique Renouveau	1 324	2 061	56

III. Information Centres Service

A. Partnership with governments and other entities

56. The United Nations information centres continued to strengthen partnerships with governments and other local actors to galvanize public support for the goals and objectives of the United Nations.

57. During the reporting period, United Nations information centres and offices partnered with governments and hosted public events, including press conferences, workshops, lectures, film and video screenings, and observance of designated international days, to raise awareness about priority issues defined by Member States.

58. Some Member States which sponsored the establishment of special international days have sought the support of the United Nations information centres to commemorate the observance. Israeli embassies worldwide worked with the information centres to observe the International Day of Commemoration in Memory of the Victims of the Holocaust in January 2014, while Palestinian diplomatic missions worked with information centres in observance of the International Day of Solidarity with the Palestinian People in November 2013. Such strategic partnerships have helped to mobilize resources and raise public awareness of high-priority concerns of the United Nations.

59. In Burkina Faso, the information centre in Ouagadougou, in partnership with the country's Ministry of National Education, gave lectures in 10 secondary schools about the United Nations and its action on development, human rights and promotion of peace. About 3,000 students attended those lectures, which were held from 22 to 24 October 2013.

60. In Belgium, the group of 26 United Nations agencies based in Brussels, the United Nations Association and the Belgian Ministry of Foreign Affairs staged an exhibition where each had an information stand to educate the public about their activities. This was held to celebrate the sixty-eighth anniversary of the founding of the United Nations. In the middle of Grand Place in Brussels, a photo exhibition illustrated the work of the United Nations, and visitors to the food tent learned about the International Year of Quinoa.

61. Beyond partnerships with Member States, the information centres have collaborated with civil society, academic institutions and businesses to host at least 1,000 activities during the reporting period. Those partnerships have not only seen an expansion of the audience, but have also opened a new frontier that has allowed the United Nations to establish a presence at universities and public libraries through spaces dedicated to the Organization's issues, or "United Nations corners".

62. With a clear intention to reach young people, 23 information centres partnered with educational institutions (universities and high schools) and collectively held 190 events spreading key messages of the United Nations to hundreds of thousands of students.

63. In South Africa, the commemoration of United Nations Day on 24 October saw the information centre in Pretoria work together with more than 20 schools, reaching 16,000 students. United Nations staff, including senior officials from 11 different United Nations agencies, supported the initiative by briefing students on

issues such as refugees, drugs and crime, migration, health, labour and food security.

64. Partnerships between the information centres and NGOs advanced in various fields. During the reporting period, 26 information centres combined forces with civil society groups, resulting in 230 events that reached yet another key segment of the public.

65. In Bangladesh, the information centre in Dhaka, in observance of the International Day of Peace (21 September), collaborated with the United Nations Population Fund and the United Nations Youth and Students Association, on a talk show with youth representatives to discuss youth for development. The programme was aired on national television, reaching millions of people.

66. In Lesotho, the information centre in Maseru collaborated with Rotary International, engaging in a community service activity in a remote part of the country to clean and paint school classrooms, and to install gutters to enhance the school's water harvesting system.

B. Innovative approaches to public information

67. Some information centres produced innovative ideas and approaches, either in partnership with others or on their own, trailblazing new ways to use communication and public information.

68. For example, the United Nations Regional Information Centre in Brussels entered into partnership with the Good Planet Foundation on an initiative entitled "7 Billion Others". Created by the renowned photographer Yann Arthus-Bertrand, the initiative is an ongoing project that started in 2003, consisting of more than 6,000 interviews filmed in 84 countries to create a portrait of humanity today, showing everything that "unites us, links us and differentiates us".

69. Through this project, the information centre and the Good Planet Foundation post video clips on selected International Days to communicate the fears, dreams and hopes of citizens from all over the world. The video portraits are made available to all information centres. The videos are produced in multiple languages, including French, Portuguese and Spanish.

70. In Uzbekistan, the United Nations Office in Tashkent has promoted the establishment of the Organization's presence at universities and institutions of higher learning. Using former interns who are appointed informally as "United Nations ambassadors", the Office in Tashkent has established 39 "United Nations corners" that distribute literature on the Organization on every day that the university libraries are open. Many information centres are emulating this idea, and "United Nations corners" have been established in Africa and Latin America.

71. To reach people who access information through their mobile devices, the United Nations information centre in Rio de Janeiro has created an application to boost the number of persons accessing their webpage. The service, launched in September 2013, allowed users to access its main site using tablets and smartphones. This initiative saw 430,000 page views and approximately 230,000 unique visitors in the first month. The Facebook page of the United Nations country

team in Brazil has reached 90,000 "likes" (with almost 1,900,000 page views a month), while the Twitter account totals 85,000 followers.

C. Celebration of the sixty-eighth United Nations Day

72. The annual United Nations Day on 24 October provided United Nations information centres with an opportunity to work closely with United Nations country teams, Governments and other local partners to address a number of high-priority issues of the Organization and to explain the work of the United Nations in addressing them.

73. Information centres engaged more than 84,000 students in 247 schools and universities around the world. The range of activities included: community service projects, book fairs, photo exhibits and panel discussions on an array of topics. Students were the main targets, with United Nations staff focusing on schools, universities, public squares, exhibitions and subway trains.

74. The efforts of the United Nations information centres to inform and inspire the public, young and old, included sporting events, film screenings, lectures, exhibitions, television programmes, press briefings, flag-raising ceremonies, blood drives, parades and national competitions for children.

75. Building on the commitment of the Secretary-General to work with and for young people, staff of the information centres engaged young people through educational institutions to help shape the vision of these future leaders. Flag-raising and wreath-laying events helped students reflect on the past as they planned for their futures. They learned about the work of the United Nations around the globe and how each person had a part to play, particularly in rolling back poverty. Government officials, academia, civil society, media, students and youth groups participated in those events.

76. The United Nations Information Service in Vienna brought students from 12 universities in Austria, Hungary, Slovenia and Slovakia to shadow United Nations staffers as they worked, in an effort to give the students the flavour of daily working life in the United Nations.

77. In Azerbaijan, the United Nations Office in Baku provided a simple way to learn all 30 articles of the Universal Declaration of Human Rights, offering a public-service video on each one to students in their own Azeri language.

78. In Bolivia, the United Nations information centre in La Paz coordinated with city officials to give 300 boys and girls a chance to dress in "zebra" costumes and join officials to teach about traffic rules, litter and respect. The La Paz information centre and the United Nations Entity for Gender Equality and the Empowerment of Women used the "zebras" in a flash mob alongside the Bolivian National Symphonic Orchestra that bolstered the Unite to End Violence against Women regional campaign, "The Brave are not Violent".

D. Answering the call of the Secretary-General to "do more with less" via WebEx

79. The Strategic Communications Division expanded its use of WebEx, a web-based videoconferencing tool, to support the field operations of the Department of Public Information in an innovative and cost-effective way. While providing an opportunity to communicate face-to-face at a fraction of the cost of traditional videoconferencing systems, the tool has: helped strengthen the Department's ability to deliver useful programmes to clients at the local level; streamlined operational processes; and helped optimize the Department's overall performance.

80. In terms of reinforcing its programme-related activities in the field, the Department used WebEx to support *Classroom Conversations*, an educational outreach initiative of the Department's United Nations Academic Impact programme that consisted of a series of virtual interactive discussions between university students on key youth issues, helping to raise awareness and promote the work of the United Nations.

81. The Department used the tool to streamline operational tasks, relying on WebEx to facilitate administrative processes. As part of the "Leadership Dialogue" thematic discussion series of the Secretary-General, the Department used WebEx to connect with more than 50 field offices and 200 staff members to discuss the importance of the United Nations "Oath of Office". The platform helped the Division achieve a 100 per cent completion rate for the programme. WebEx also provided the Department with an opportunity to conduct face-to-face job interviews between Headquarters and remote areas, optimizing the recruitment process while strengthening support to candidates from around the world, a priority for Member States. In 2013, the Department held 40 WebEx interviews, including for recruitment at the Director level.

82. In the same context, the Department relied on the web-based videoconferencing tool to optimize its overall performance, answering the call of the Secretary-General to "deliver more with less". While significantly reducing training-related costs, including travel expenses, WebEx helped the Department's field staff develop their substantive and technical skills. The Department briefed 35 administrative focal points from the global network of United Nations information centres on procedures to implement effective internship programmes. The Strategic Communications Division conducted three such briefings at a minimal cost.

IV. Conclusions

83. The Department will continue to develop, lead and implement communications campaigns on the priority issues defined by Member States by utilizing traditional communications tools, as well as by taking advantage of the wide opportunities for interactive outreach enabled by the use of social media platforms. The Organization's presence and impact on social media will expand, providing new avenues to spread its core messages globally. The Division will also strengthen communications coherence and collaboration across the United Nations system via its lead role in the United Nations Communications Group and its issue-specific task forces.

84. The Department will develop innovative ways to streamline administration, implement cost-effective ways of communications between Headquarters and field offices and enhance the delivery of programmes both on digital and traditional platforms and through strengthened partnerships with international and local actors.

85. The Department's field offices will identify those locations where it can share premises with other United Nations entities and those where it can achieve efficiencies in smaller premises that meet the Minimum Operating Security Standards of the Organization. The Department seeks ways to enhance the skills of its staff to strengthen the communications role that United Nations information centres can play and to diversify the types of information products and campaigns they can offer.